

NATIONAL GEOGRAPHIC CHANNEL HD

National Geographic Channel is Canada's #1 digital channel full of compelling investigative specials and thrilling and daring series.



Chasing UFO's

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Wicked Tuna

new series

Wicked Tuna

In Gloucester, Massachusetts, there's a special breed of fishermen. For generations they've used rod and reel to catch the elusive bluefin tuna. When one bluefin can bring in as much as \$20,000—they'll do whatever it takes to hook up.

Chasing UFO's

A team of trained investigators sets out to uncover the truth about UFOs. Risking it all, this team investigates and dissects some of the most mysterious sightings on the planet to unearth stunning new evidence.

American Gypsies

Meet the Johns family, one of Manhattan's most prominent Gypsy families. In each episode cameras document their efforts to preserve Gypsy customs amid the vices of the city, while upholding their family's power in the community and expanding their psychic show empire.

Border Security: Canada's Front Line

Border Security: Canada's Front Line is a documentary series that takes viewers behind the scenes at the Canada Border Services Agency for an exclusive look at the high stakes drama that is everyday life for border security officers.



American Gypsies



Dog Whisperer

new seasons

Dog Whisperer

From Miami to New York and Los Angeles, Cesar Millan travels around the USA rehabilitating dogs, training owners and sharing his “exercise, discipline, affection” formula for balanced dogs.

Locked Up Abroad

From kidnap and torture to foolish plans to smuggle drugs, this nail-biting series tells the harrowing stories of people who set out hoping for adventure or easy money, only to end up in situations beyond their worst nightmares.



Locked Up Abroad

Wild Justice

Outmanned and outgunned, these officers patrol hundreds of miles of land, coastline, rivers and streams throughout the state of California. These are the California Game Wardens, and they're on duty around the clock to ensure *Wild Justice* is brought to residents and animal inhabitants.

Boarder Wars

Every day thousands of men, women, and children attempt to enter the United States illegally. Follow the officers and agents of U.S. Customs and Border Protection (CBP) as they scour the inhospitable landscape at one of the busiest border crossings in the country, seeking to fight terrorism and intercept illegal entrants from the air.

America's Lost Treasure

From the Producers of *Deadliest Catch*, *Ax Men*, and *Storage Wars*, follow hosts Curt Doussett and Kinga Philipps as they travel to ten U.S. cities, inviting locals to bring in their artifacts to find out what they're really worth. When the investigation is complete, owners and their families learn the true story—and value—of their treasured objects.



Wild Justice

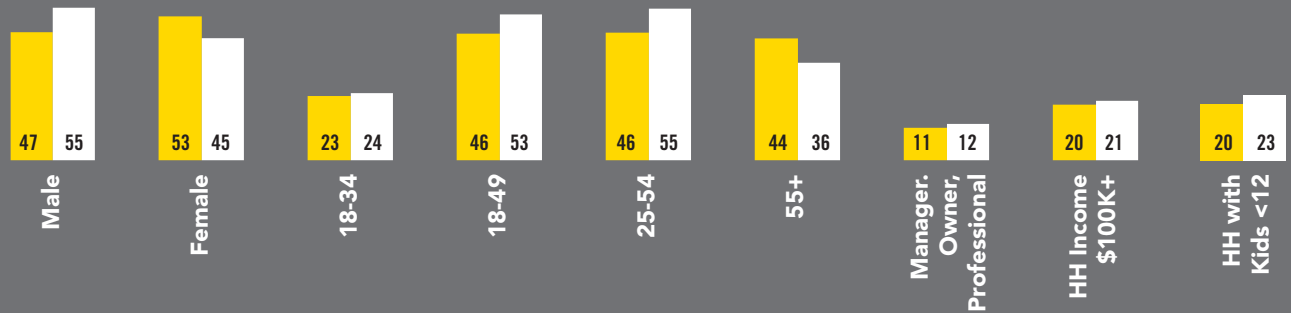
Audience Profile

Demographic Profile

% of A18+ AMA, English Canada

Source: BBM Canada PPM Data,
M-Su 2a-2a (SP12: 1/2/2012 to 5/27/2012)

Total TV ■
National Geographic Channel ■



More likely to:

- Be willing to pay more for enviro-friendly products (113) and be concerned about the quality of our drinking water (114); have made donations to international relief/development charities in past 12 months (115)
- Have a keen sense of adventure (109) and love fresh air and outdoor activities (107), enjoy sailing (165), ice hockey (147), volleyball (118), baseball/softball (133) fishing (149) and mountain biking (167). Travel activities outside of Canada have included golf (158), hiking/adventure tours (110) and going to the beach (122)
- Say they are prepared to pay more for good quality wine (114) and drink 4+ beers in the past 7 days (146)
- Try to do as much car maintenance work themselves as possible (126), say they are good at fixing mechanical things (117) and purchase automotive supplies/products (153)
- Have bought window treatments (118) and furniture (130) in past 12 months and home improvement items/tools (120) in past 2 years
- Always be one of the first of their friends to try new products (124) and people expect them to give good advice about products/services (116)
- Do food shopping most often at a bulk food store (133) and spend \$150+ on food shopping in an average week (113), use ready to serve soup (116), frozen main courses (113), instant coffee (112), frozen hot snacks (108), frozen desserts (109) and energy/sport drinks (147)

Source: PMB 2012 2-year readership database, English Canada, Index based on Comp% of A18-54 vs. population

Key Research Findings

- Canada's #1 digital network!
- The top ranking digital network in the Top 20 across ALL Specialty
- Experienced 14-24% growth over Spring 11 for key demographics
- *Titanic: The Final Word* with James Cameron on April 9/12 became the most watched show ever on the network for A25-54*

Source: BBM Canada PPM Data (SP12: Jan 2-May 27/2012) / Total Canada A25-54 AMA (000) unless otherwise noted

*Aug 31/09 - May 27/2012